

Judul:

Peran Sosial Media Marketing Activities Untuk Meningkatkan Customer Based Brand Equity (Cbbe) dan Dampaknya Terhadap Brand Loyalty (Studi Kasus Produk Bright Gas) = The Role Of Social Media Marketing Activities to Increase Customer Based Brand Equity (Cbbe) and its Impact on Brand Loyalty (Case Study Of Bright Gas Products)

Pengarang/Penulis:

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Subjek:

Brand loyalty ; Customer relations -- Management

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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